



SUBSTITUTE SPECIFICATION-MARKED-UP COPY

**INFORMATION SYSTEM PROVIDING REQUESTED AND ADVERTISING
INFORMATION**

~~FIELD OF THE INVENTION~~

BACKGROUND OF THE INVENTION

1. Field of the Invention

The present invention pertains to the field of information systems, inquiry and information devices and/or systems providing information to a user according to his request and in which an advertising set can be integrated.

~~BACKGROUND OF THE INVENTION~~

2. The Prior Art

There is a well-known system for providing an advertising information containing an ultrasonic transmitter installed in a shop, directed to the area where a potential customer might be. Any moving object within the area of coverage of the receiver reflecting ultrasonic waves of the transmitter causes change in the ultrasonic receiver condition. The monitor connected to said receiver selects the signal indicating change in the ultrasonic receiver condition by means of the comparator, turns on the videocassette player to play on the TV or Display screen a videotape containing advertising (GB 2146821 A, G09 F 27/00, 24.04.85). There are analogous well-

Substituted
not approved
MP 5-5-06
Spec for entry



SUBSTITUTE SPECIFICATION-CLEAN COPY

INFORMATION SYSTEM PROVIDING REQUESTED AND ADVERTISING
INFORMATION

BACKGROUND OF THE INVENTION

1. Field of the Invention

The present invention pertains to the field of information systems, inquiry and information devices and/or systems providing information to a user according to his request and in which an advertising set can be integrated.

2. The Prior Art

There is a well-known system for providing an advertising information containing an ultrasonic transmitter installed in a shop, directed to the area where a potential customer might be. Any moving object within the area of coverage of the receiver reflecting ultrasonic waves of the transmitter causes change in the ultrasonic receiver condition. The monitor connected to said receiver selects the signal indicating change in the ultrasonic receiver condition by means of the comparator, turns on the videocassette player to play on the TV or Display screen a videotape containing advertising (GB 2146821 A, G09 F 27/00, 24.04.85). There are analogous well-

Substitute Spec not
approved for entry
NB 5-5-06